Master the Art of Social Media: Create Quality Content and Connect with Your Followers

Looking to give your department’s online presence a boost? Apply the tips in this guide to enhance your social media presence. Create quality content that highlights your services while communicating credibility and fun.

1. Value
When creating content for social media, incorporate purposeful messages that offer value to your audience. Showcase your services, share valuable resources that your audience can take advantage of, or share events that bring your audience together. Incorporating purpose into every post and providing value helps your audience understand who you are and the services you provide.

2. Branding
As a member of TCCS, you belong to an organization that delivers exceptional services to The Claremont Colleges. When designing social media images, including your department logo and incorporating TCCS brand colors is essential. This reinforces your affiliation with the larger organization and creates credibility for your messages.

3. Quality
When crafting social media posts, use high-quality photos that fit within the recommended size of the platform. Avoid reusing flyers or monitor ads - design your post with the platform in mind. Empty black spaces on the sides of your photo or grainy, low-quality images diminish the credibility of your post.

4. Accessibility
Images on social media are meant to be seen, not read. When designing images, keep text to a minimum, including only essential information like titles. Images with heavy text can be challenging to access for individuals with visual impairments, so it’s highly discouraged. But don’t worry, that’s what captions are for! Feel free to include all the text, details, and emojis your post needs in your captions.

5. Connection
Know your audience! Our students are primarily Gen Z, who value authentic connections and prefer to be in control of their own stories. Incorporating user-generated content like photos, videos, and stories created by your audience can help increase engagement and build a strong sense of community. Gen Z enjoys video and temporary story-based content, so be sure to use Instagram Stories and Reels.

6. Creativity
Social media is fun! Get creative and experiment with new ideas and strategies online. Utilize interactive features such as polls, Q&As, and reshares to engage your audience. Encourage student collaboration and showcase lighthearted moments in addition to important announcements.

TCCS Communications is available to assist with review and comments on your social media materials. Please reach out to Communications@claremont.edu for assistance.